DMST 104

Stakeholder Meeting

Soulshine

CULTIVATING INNER LIGHT, JOY, AND AUTHENTICITY

? How might we design tools that interrupt scrolling so that people can regain control over their attention and focus?

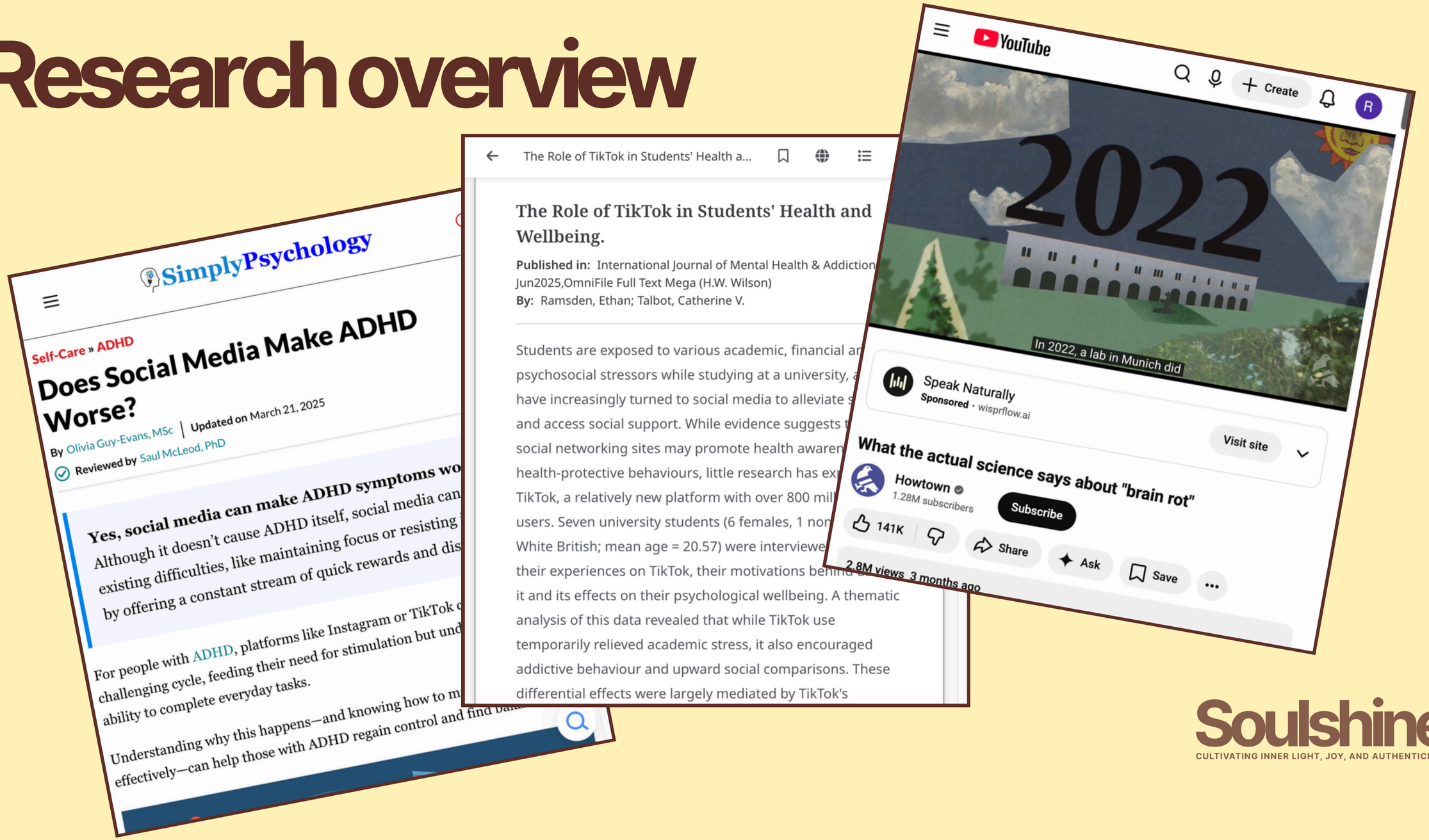
Yufan Lin
Ana Galić
Arthur Chow
Rosemary Trotter

How might we **design tools** that interrupt scrolling so that people can **regain control over their attention and focus?**

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Research overview

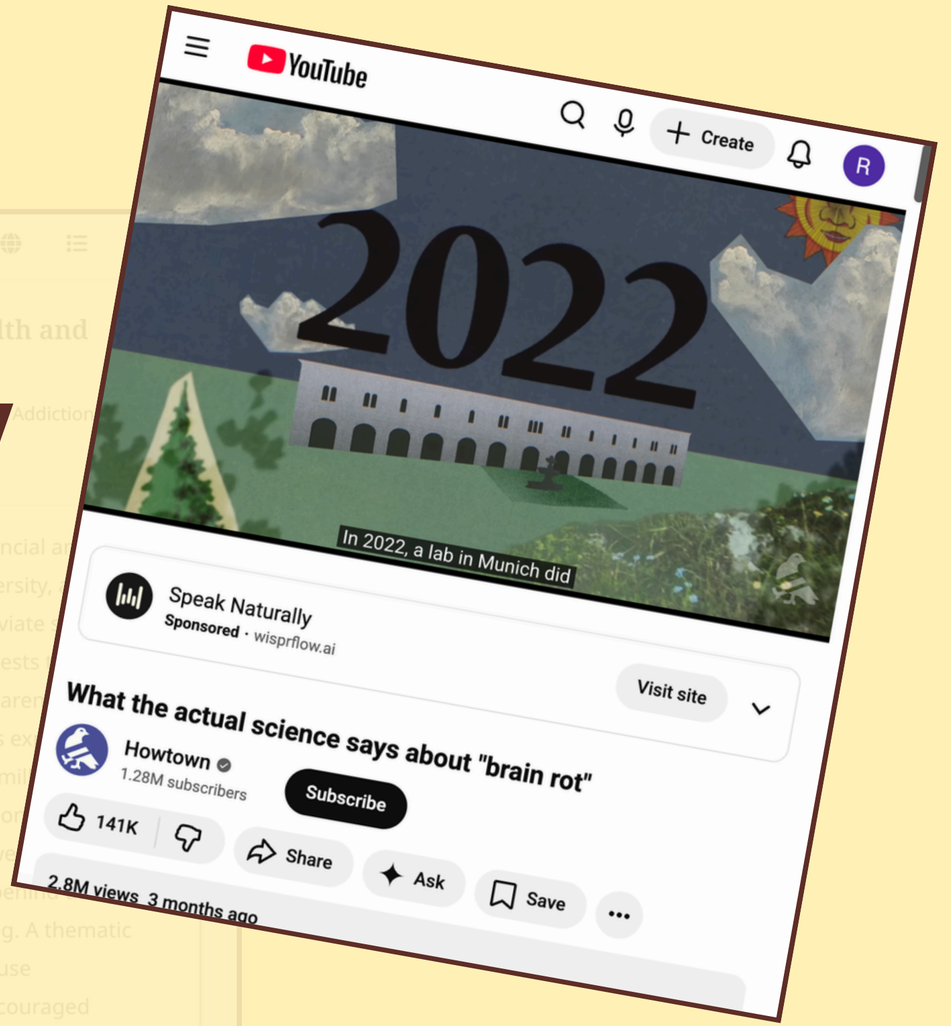


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Impact on Attention & Memory

Excessive consumption of short-form content **does not necessarily "shrink" your attention span**, but rather trains your short-term memory to **forget information quickly** because the brain is constantly processing new, unrelated instances.

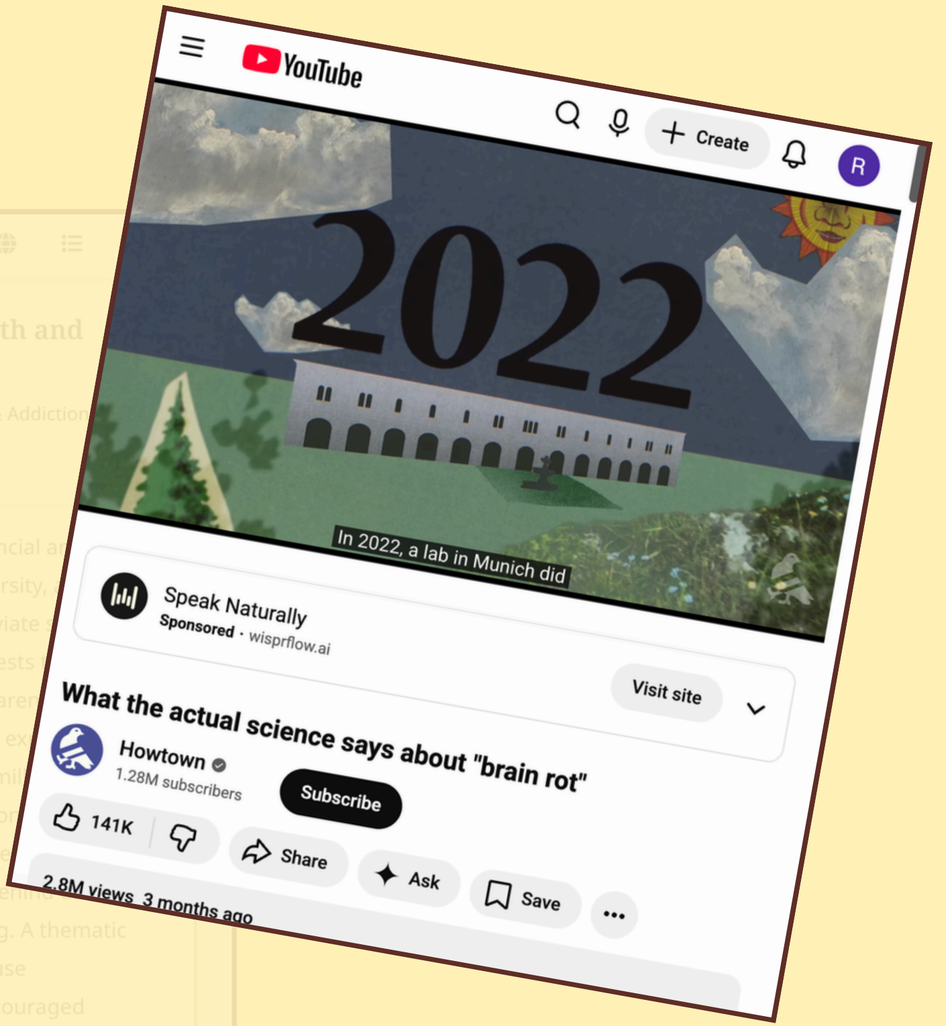


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Erosion of Decision-Making

Platforms like **TikTok and Instagram take away the user's "decision-making power"** by automatically serving random videos; research indicates that frequent users of these platforms subsequently **have more difficulty making decisions in other areas of life.**

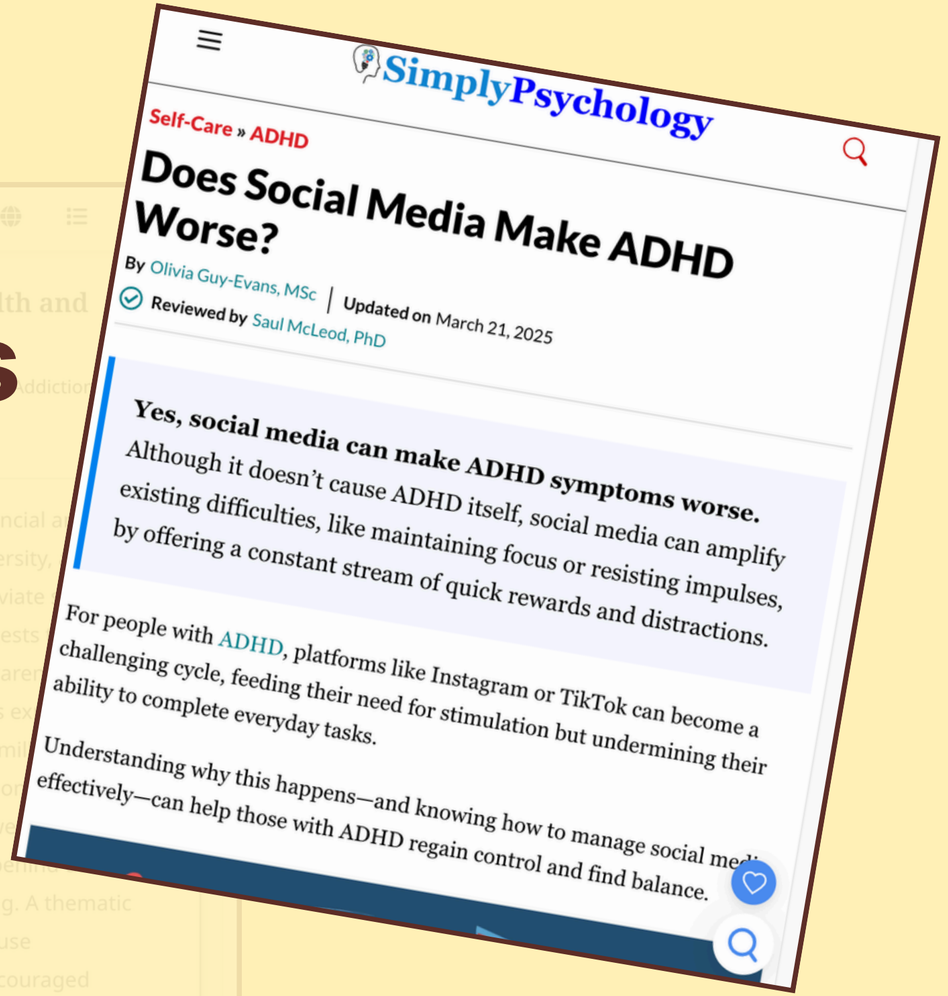


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Considering ADHD Symptoms

For those with ADHD, **short-form content acts as a hyper-stimulant that makes mundane tasks (like schoolwork) feel significantly less rewarding,** leading to worse impulsiveness, poor time management, and a lower tolerance for frustration.

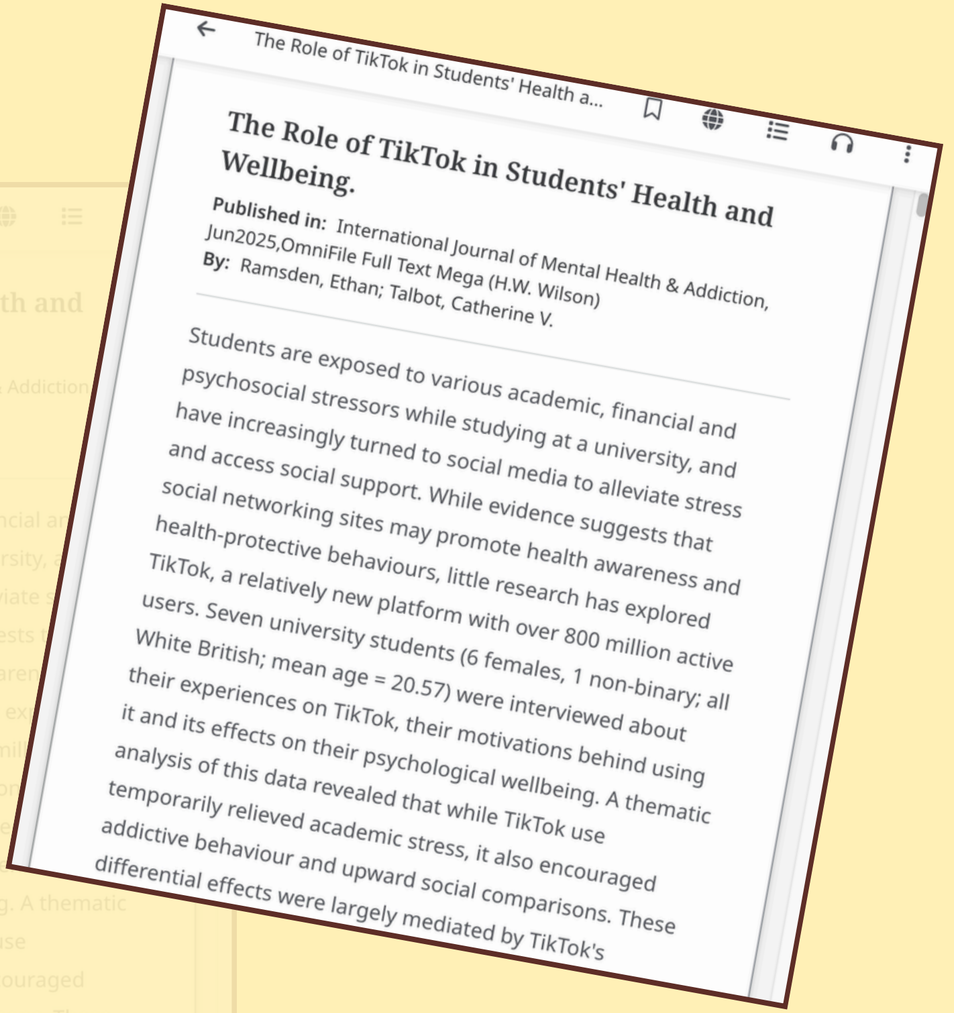


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Emotional Dependency

Many students use **short-form video as an "anxiety-relieving mechanism"** before high-stress events like exams; this behavior **mirrors the dependency found in recreational drug use,** leading to mood modification and social isolation.



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Design In The Digital Age: Soulshine Survey

Do you ever find yourself scrolling on autopilot when you're supposed to be relaxing or working? We're a student team in DMST 104 working on a solution to help early-career workers regain control over their screen time. By taking two minutes to answer these anonymous questions, you're helping us build a tool that fights digital fatigue and puts you back in the driver's seat of your free time.

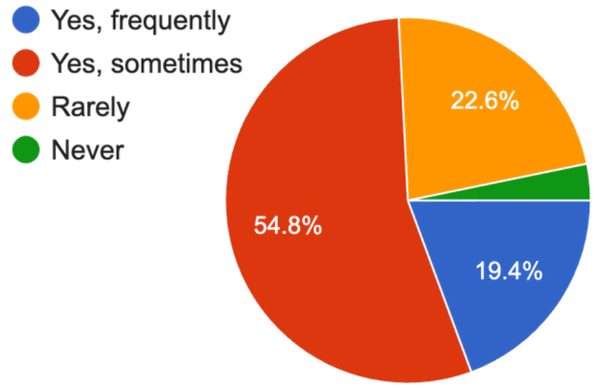
* Indicates required question

1. What's your age? *

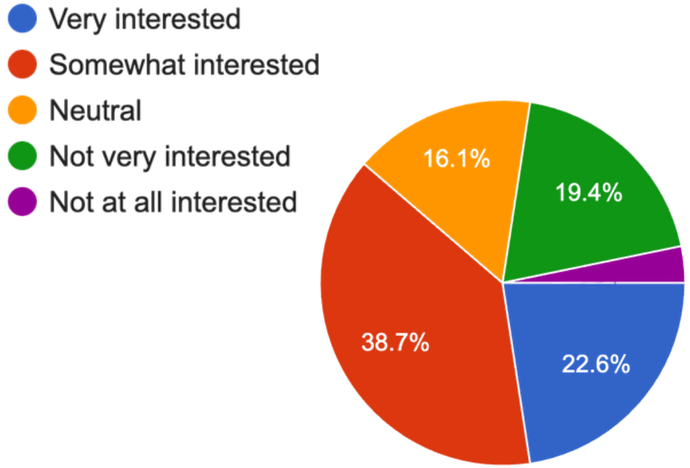
- ◯ under 18
- ◯ 18 - 22

Survey Results

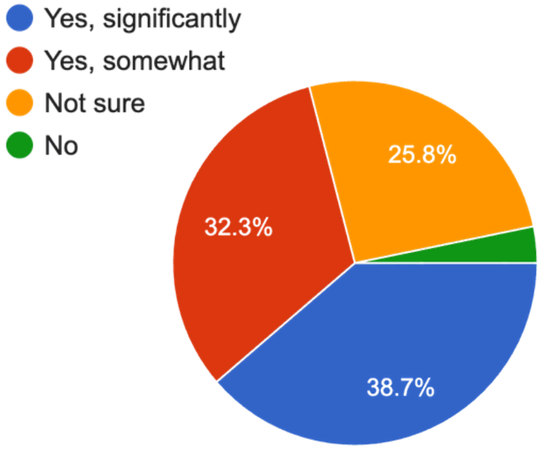
Q: Have you ever lost track of time while scrolling?



Q: How interested would you be in a physical device that reminds you to take a break from scrolling?



Q: Do you feel like scrolling in the past affects your ability to focus on longer tasks now?



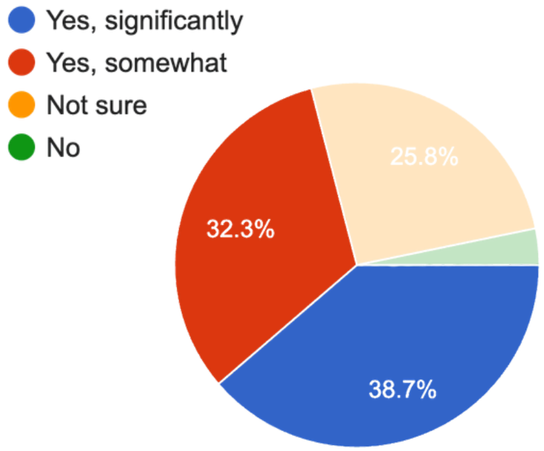
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Survey Results

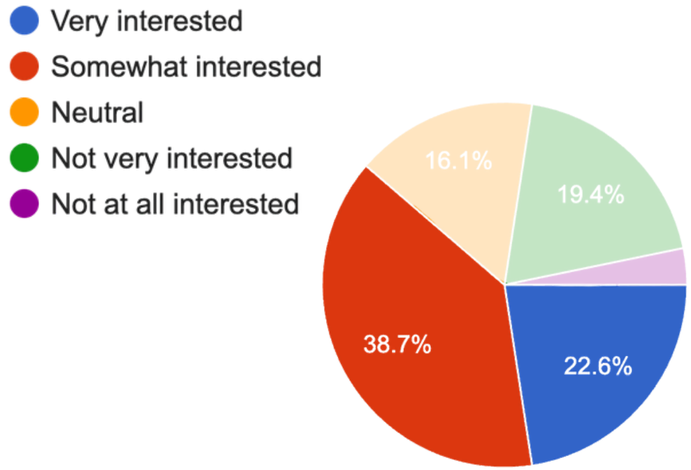
71% significant

Q: Do you feel like scrolling in the past affects your ability to focus on longer tasks now?



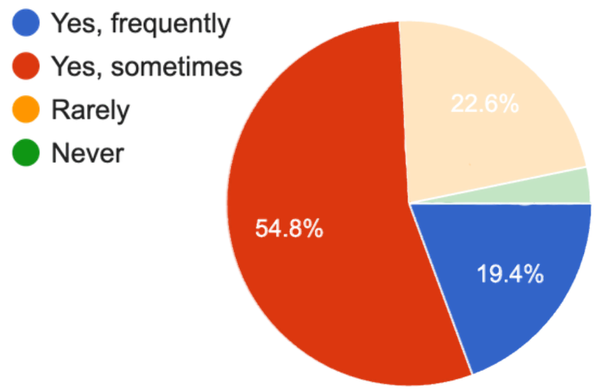
61% significant

Q: How interested would you be in a physical device that reminds you to take a break from scrolling?



74% significant

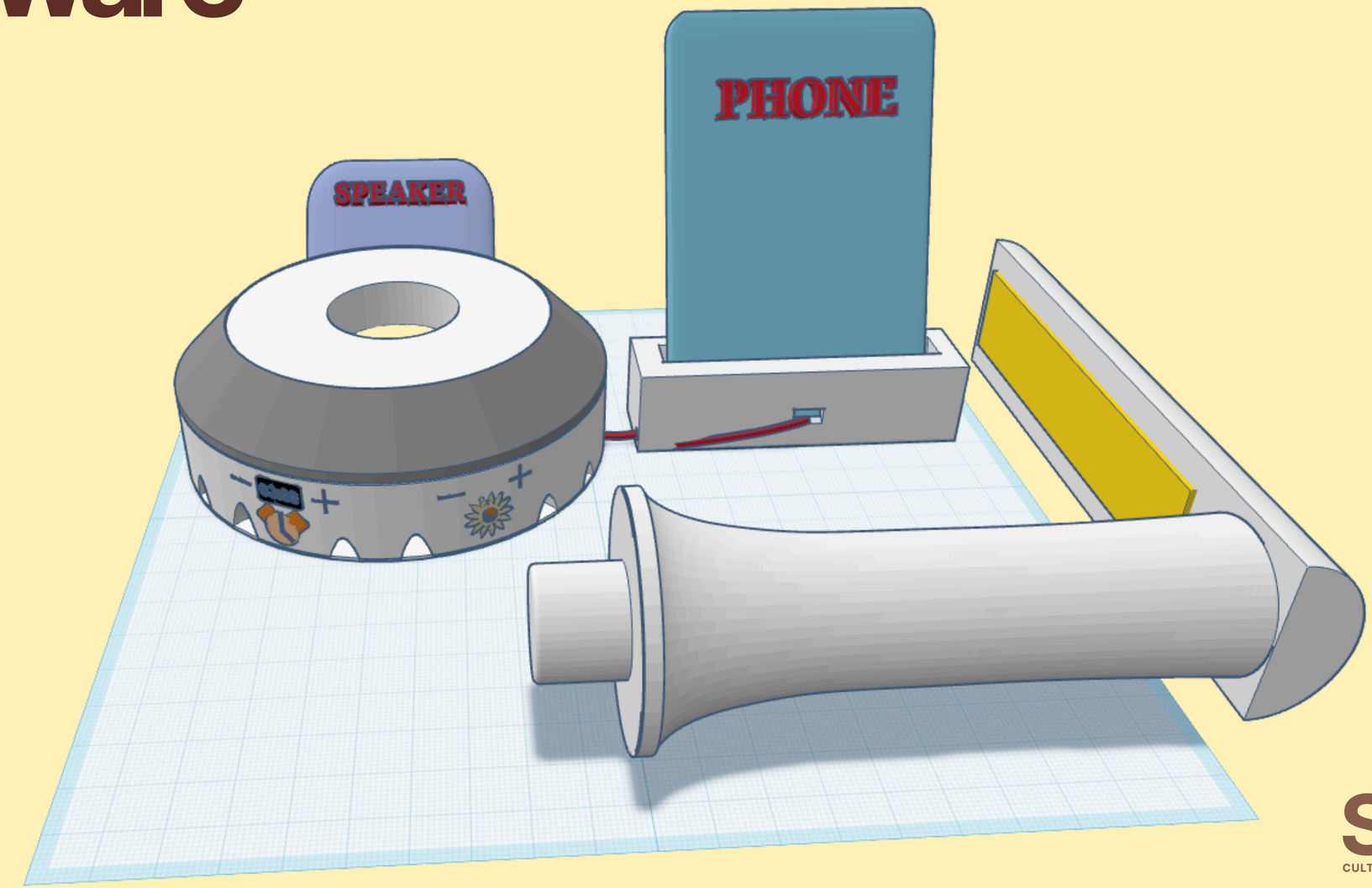
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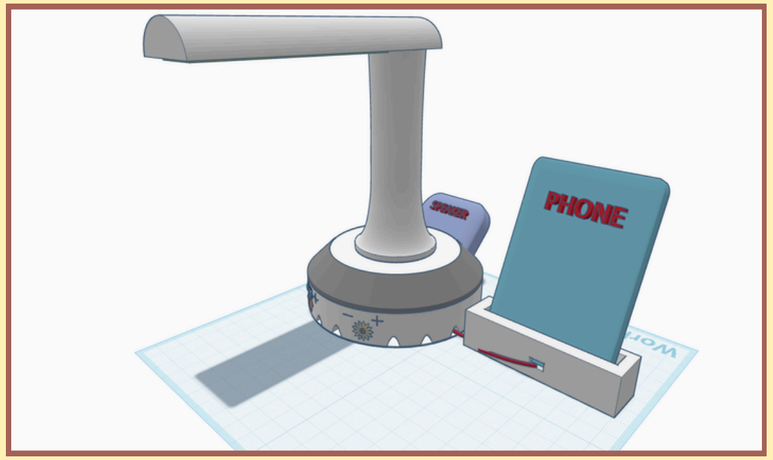
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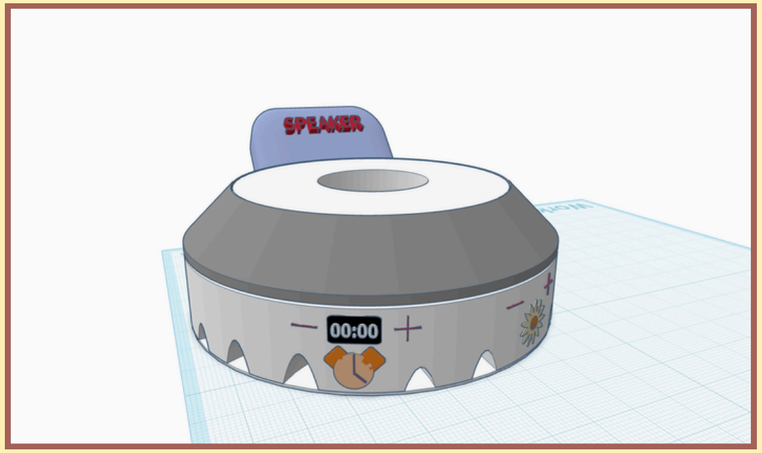
Hardware

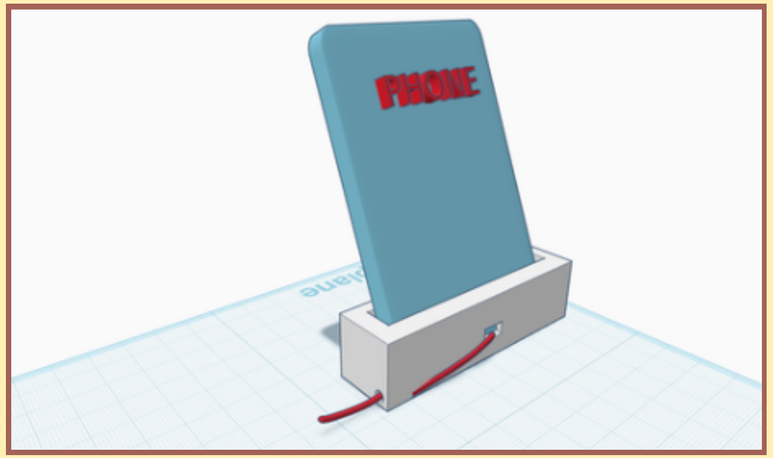


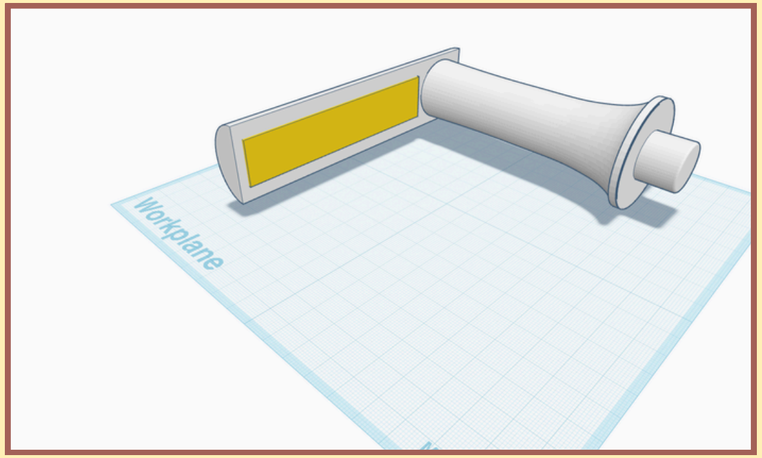
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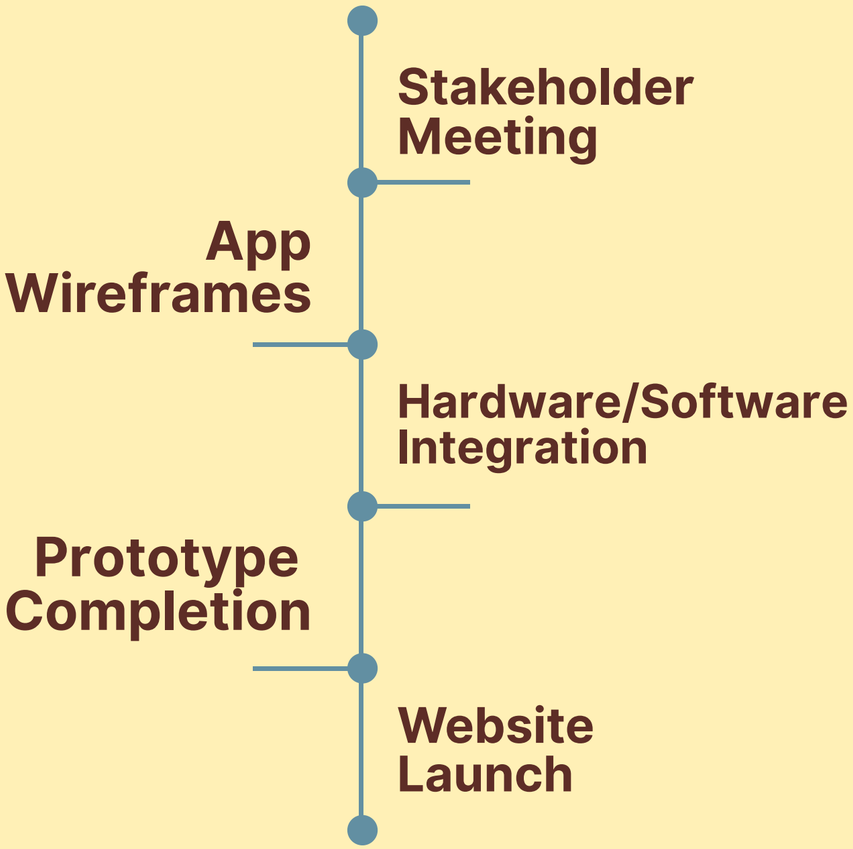


- **Base for lamp** with buttons
- **Speaker**
- **Phone Stand**
- Multicoloured **LED bulb**
- **Coding**/to control the timer of the lamp and to decrease the brightness of the bulb over time
- Scent/**incense pocket**

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Timeline



Budget

Category	Item Description	Liquid Capital Request	Internal Team Value	Total Project Value
Technical Hardware	Bulk electronics (PCBs, LEDs, vibration motors), rechargeable batteries, speakers, and diffuser mechanisms.	$17,000	—	**$17,000**
Production	Industrial molding/3D fabrication, professional airbrush finishing, and sustainable material sourcing.	$17,000	—	**$17,000**
Specialized Labor	Market value for full-stack app development, hardware engineering and CAD design.	—	$16,000	**$16,000**
TOTALS	**Combined capital and labor value of the first-wave rollout.**	**$34,000**	**$16,000**	**$50,000**

User Persona: Marcus Smith



"I need to ensure this hardware is not just innovative, but technically sound, safe, and scalable across the university infrastructure."

IT Project Manager

38 Y.0

Location

University of Rochester

Devices

ThinkPad, iPhone, multiple testing tablets

Platforms

Jira, Reddit, Instagram

Goals

To ensure that new student-led hardware meets university safety standards and is technically sound.

Education

B.A. in Digital Media Studies

Personality

Analytical, risk-averse, focused on safety and scalability

Digital Behavior

Heavy user of technical documentation; evaluates projects based on hardware viability and security.

Pain Points

Concerned that 200 "Soulshine Lamps will create safety risks or a high volume of IT help-desk tickets.

User Persona: Sarah Jenkins



“After ten hours of spreadsheets, I just want to turn my brain off, but I end up losing two hours to a scroll-hole. I need a physical 'off-switch' for my room that signals it's time to actually rest, not just consume."

Junior Financial Analyst

24 Y.0

Location

University of Rochester

Devices

iPhone, M3 Macbook Air

Platforms

LinkedIn, Instagram, X, Slack, Teams

Goals

To gain true agency over his limited free time and prevent digital fatigue from bleeding into his professional performance the next day

Education

B.A. in Digital Media Studies

Personality

Ambitious, disciplined, values efficiency

Digital Behavior

Uses short-form content as a primary "anxiety-relieving mechanism" to decompress from corporate pressure

Pain Points

Stays up too late scrolling to "reclaim" his day, leading to digital fatigue in the morning.

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